

Product Fact Sheet

Product Description

Personalised cross-border trade insights

STAIRway for Traders will give you the most granular view of your cross-border trade data. You will be able to analyse trade routes by ports of entry and exit, mode of transport and countries of origin or destination.

Competitive Insights

Not only are you getting deep insights into your own trade, but you are also able to compare your market position and market share to your competitors. You can also do pricing analysis to see how you stack up against the rest of the market.

Product Overview

Key Features	
Competitor benchmarking	See what position and rank you are on a specific product compared to other traders in the market
Market benchmarking	See what market share you have
Price benchmarking	See how your pricing compares to your competitors
Ports of entry / exit	View your data at port level
Modes of transport	View your data by different modes of transport
Trade routes	Understand how you stack up on specific trade lanes
Tariff Book	All tariff codes (8-digit level) fully online and linked to detailed trade activity
Tariff codes	Full description for each tariff code and their respective duties. You can search via a specific tariff code or a keyword which will return all matching options
All countries	Import and export data for every country in the world that South Africa trades with
Trends & patterns	Identify and expose trade trends and behaviour patterns
Visualisation	Complex data turned into easy-to-read graphs
Online	Always available 24/7
Flexibility	Compatible with mobile, tablet, laptop or desktop
Ease of Use	Simple, intuitive filters to make navigation easy, fast and efficient to make the experience satisfying

The Data	
Downloads	Download granular data to an MS Excel spreadsheet
Multiple sources	Data sourced globally to offer a wide range of insight
Recency of data	Data is never older than 6 weeks, and is continuously updated as regulations change
POPIA compliant	All Stratalyze's products are designed to make sure that they strictly enforce all POPIA requirements

Ease of Ownership	
No implementation	No installation, so instant access for all
Contract based	Subscription model so you can pull out at term end
Scaled usership	Add new users as and when required
ZAR Pricing	Our products are priced in ZAR so there are no price fluctuations based on exchange rate movements
White labelling	If you want to offer STAIRway for Traders to your clients we can dress it up in your own corporate identity and colours and make it look like it's your own product!

Other Stratalyze products

Product	Description
TradeStats	Comprehensive import and export data on all tariff codes
STAIRway for Traders	Detailed comparative data between your trade and the rest of the market
Grow My Exports	Identify the best export opportunities for your products
DutyTriggers	Have full confidence in knowing when sugar duties will be triggered – up or down